PROJECT TITLE : CIGARETTE DEVELOPMENT

PROJECT LEADER : R. HIRSBRUNNER

PERIOD COVERED : December 22nd 1979 - January 22nd 1980

WRITTEN BY : R. HIRSBRUNNER

Project number	Name	Situation or objectives

340 GAMMA — Product test

A consumer test will be prepared in Munich (End of January) with the prototypes : (1)

69 B, 70 B = 4 mg tar
71 , 73 = 6 mg tar

The four prototypes will be tested with the MLL-90 in Germany.
Foreseen delivery date to the institute : Third week of February.

334 ATLANTIC PE

MARLBORO

- Development will continue with two new leaf formulae for the steps 82.21 and 82.22.
- Version 80.21 (2 % ET) gives no significant difference against the current product (taste and analytical values) in an external MARLBORO consumer test (Panel D) (2).

AMBASSADOR

A blend repetition of the ATLANTIC 83.2 trial batch 334 (18 % ETNA-2) has been carried out again (trial batch 824).
New prototypes will be made as soon as possible with the cigarette paper which enhances the flue-cured taste.

MERIT

According to prototype No 6 HILTON Sweden, four new versions have been prepared with 15 % of ETNA-2 (instead of ETNA-1), two cigarette papers Mauduit 110-6 and Mauduit 753 bis and flavoured with two levels of after-cut (60 and 100 %).
The progress report has been established (3).
We are awaiting Panel A's appraisal.

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BRUNETTE DOUBLE 83.31

As soon as the situation concerning the partial replacement of MDX tobacco by CCF grades will be clarified, we will start ATLANTIC development.

HARVARD Product test

The product test results seem to be unsuccessful for prototype 95 (15 % of ET) against the current product and SELECT.
The cigarette re-engineering will be effected according to COLORADO project (See Mr. P. Nagel's report).

COUNTRY PE

No work has been undertaken this month.

233 COUNTRY DB Product test

A consumer test has been prepared in Berling including : (4)
Current MARLBORO
91 S (Strips)
91 LL (Loose Leaf)
The consumer test will be effected with the original MLK pack.
In order to secure smoke yield, the tested cigarettes will be smoked by the three German smoking labs.

143 BUBBLE DB

No work has been undertaken this month.
The BUBBLE PE (version 87 B) is currently in a regional test in Germany.

335 LOLITA DB K = 12 / N = 0.9 and
K = 10 / N = 0.8 (New objectives)

- In order to improve the taste, a new trial program will be established during the next Committee B (January 22nd).
- The original porous LARK-filter ex USA has been ordered from Munich in order to continue the cigarette development.
- A 7.90 x 100 PSP (25 mm) trial filter will be run in FTR for the 10 mg K prototype.

328 VICKY DB K = 12 / N = 0.8
K = 10 / N = 0.8 (New objectives)

The German Marketing received the approval for the VICKY version V 13 (MARLBORO basis) (5).
The objectives change from K = 12 to K = 10 mg/cig. without cigarette development work request.

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317 PROJECT "M" Smoke yield reduction K = 10 / N = 0.7

- The next production will be run with the modified labels.
- Trials are being run in Munich in order to bring down the smoke yield.

350 PETER PAN PE

L & M

The first production of L & M for Italy has been run in Munich at the end of December 1979.

LARK

The first production of LARK has been run in Munich during January 1980.

Note : Samples of both products will be presented to all Areas by the new product coordinator (Mr. W. Tschudin).

301 HILTON 100'S PE Development phase

A well acceptable prototype is ready (Version No 5) (6).
Blend : MER-Italy / Paper : Mauduit 110-6 / Tar : 9.5 / SN : 0.68 /
Dilution : 30 % / Launch : April / Sourcing : Munich.

192 BELTOISE FR 6.7 / 0.45

- The samples of the trials made in Weltab were analysed (TPM program) and given to Panel A. Choice : Version 17, French tar : 6.7.
  The filter bears the FU-POV-40 K made by Intertaba.
  The progress report will be established as soon as possible.
- First production : Beginning of February 1980 (7).

315 NEWCASTLE WN Improvement phase

The 5 tons of flue-cured part from FTR have been sent in order to reinforced the blend.
1'000 kg of flavours are ready to be dispatched from FTR.

314 YORK WN 20 mg DPM

No work has been undertaken.
This project will be discussed during a next meeting.

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250 COCKPIT BLUE CO-reduction

We are awaiting cigarettes from Munich for lab and taste evaluation. The trials with filter length increase to 21 mm will be made as soon as the maker will have been modified in Munich factory.

300 MARLBORO MENTHOL DB N-reduction

In order to lower the N value, a trial will be carried out at the next production with a filter having a higher RTD.
Taste and smoke analyses will be done.

336 MARY DB Air-cured cigarette (Diluted and undiluted)

The necessary material has been sent to Munich in order to repeat the trial program in local condition.
The Maryland wood case will be sent by truck on January 28th 1980.

HILTON MENTHOL

Trials with zone perforated tipping paper will be repeated at the next production (End of January 1980).

R. Hirsbrunner

REFERENCES

(1) Trial program GAMMA DB from R. Hirsbrunner to G. Völkl, December 13th 1979.
(2) ATLANTIC - MLF step 80.21 Panels and smoking results report from R. Hirsbrunner to J. Guyot, January 9th 1980.
(3) Progress report ATLANTIC-HILTON from R. Hirsbrunner to J. Guyot, January 9th.
(4) COUNTRY-DB, analytical results by telex from G. Völkl, January 7th.
(5) Note project VICKY from M.W. Bauer to G. Völkl, January 7th.
(6) Final report HILTON 100's from R. Hirsbrunner to W. Tschudin, December 17th.
(7) Final report BELTOISE from R. Merckell, December 19th.

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